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cc: MPOTTORF--VUS0212A Mary Pottorff  
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DBUSHONG--VCH0021A David Bushong

From: Matthew Winokur

Subject: BA smoking ban

Mary has the institutional memory on the Lufthansa event. So i defer to her to recap those events and comment on their applicability to the BA situation.

In my initial discussion with David Bushong we discussed up letters from employees and suppliers in the UK. I assume some from the other companies since we have no tobacco re. I assume David will include this in his proposals offered to call any of the corp. affairs folks in the As for broadening the scope to our European sales UK food employees, i have to defer to David's judgment. bility.



In a brief conversation already with Mary, surveys its passengers. And that since it regularly it is not surprising that BA is able to say that the majority surveyed prefer non-smoking flight.

That leads me to conclude that at the grass roots level we need to focus on smokers (as well as employees/suppliers). FORREST, which is the UK smokers rights group, did a booklet called Travel in Tolerance. I believe they have done some good thinking on this issue. And i believe David is aware of this and will have tapping FORREST in mind when he sees Swan on Monday.

IF PM can persuade the TAC to get off its butt and do something. Here are some suggestions for David:

- Employee/supplier letters
- Company travel agencies communicate their frustration with the new policy
- Get FORREST to undertake petition to reinstate and/or assert smokers will fly alternative carrier (petition at airports and/or via survey of travel agents to assess impact on their customers)
- Determine what contacts senior management of the UK manufacturers have with BA top management to see if policy can be reevaluated.
- Quick economic impact analysis of how many lost passengers it would take to through a flight's balance sheet into the red. Airlines can run on very tight load margins. If we know they can't afford to loose many passengers, i.e., the smokers who switch, we may be able to build a case. If it turns out BA is convinced they can afford what they think may be de minimus defections, then that's another story.

Mops may have more ideas based on Luft experience. I'll see what Bushong's feedback is.

\*\*\* Forwarding note from TLATTANZ--DSVPMUSA 93/08/05 15:20 \*\*\*

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